

ALIGNING LM WITH THE PURE MICHIGAN CAMPAIGN
NOTES FROM THE LIBRARY OF MICHIGAN BOARD MEETING
FRIDAY, APRIL 25, 2008

THEMES

- ▶ Hub – center of community, school, university
- ▶ All ages/no socio-economic barriers
- ▶ Dreamkeepers – hope, inspiration, solutions
- ▶ Local gateway/bridge to information
- ▶ Open doors
- ▶ Find out about my past to create a better future
- ▶ Greatness of Michigan from North to South and East to West
- ▶ Free access – what a deal
- ▶ Basis of democratic society
- ▶ No limits – info about everything
- ▶ Consistent but unique
- ▶ Quality – service, info, facility, staff, programs
- ▶ Your safe haven
- ▶ THE place to go
- ▶ Home away from home
- ▶ Refuge for underserved

IMAGES

- ▶ Kids and teens with activity happening
- ▶ Governor Granholm/librarian/storyteller surrounded by kids
- ▶ Public library and building – MeL library pics with people in picture
- ▶ Inside academic library with group of students huddled around computer
- ▶ Seniors
- ▶ Lounge/coffee shop (inviting atmosphere)
- ▶ Old fashioned librarian and new modern librarian
- ▶ Show career development and business info center
- ▶ Recognizable author with crowd
- ▶ Booth at Ann Arbor Book Fair
- ▶ Unusual circulating items
- ▶ Fun! Alive!
- ▶ Reading on beach or in canoe
- ▶ Mother and child with a book
- ▶ Senior citizen working at a computer center

WORDS AND PHRASES

- ▶ Librarians are your knowledge navigators/guides
- ▶ Books
- ▶ Librarians rock
- ▶ Information, ideas, excitement
- ▶ Prenatal to seniors/cradle to grave
- ▶ Information for everyone
- ▶ Michigan life-resource
- ▶ Community centers
- ▶ Resources for unemployed, consumer info
- ▶ Where we go to find out where we came from
- ▶ From couch potato to couch learner
- ▶ Close to home – in your home – pajama learning
- ▶ Life-long learning – womb to tomb
- ▶ Make your couch your library with MeL
- ▶ Fun
- ▶ Civic involvement/engagement
- ▶ Service for all